

## Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 NEAE-00 PA-01 PRS-01 CIAE-00 INR-07  
NSAE-00 SS-15 NSC-05 CU-02 /042 W  
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P 061555Z JUN 77  
FM AMEMBASSY CAIRO  
TO SECSTATE WASHDC PRIORITY 5839  
INFO USIA WASHDC PRIORITY  
AMEMBASSY JIDDA

C O N F I D E N T I A L CAIRO 9440

JIDDA FOR SABBAGH

E.O. 11652: GDS  
TAGS: PFOR EG US  
SUBJ: SADAT'S REQUEST FOR PUBLIC AFFAIRS ADVISER

REF: (A) CAIRO 9098 (B) USIA 14817 (C) CAIRO 8718

1. FOLLOWING MAY 31 MEETING WITH PRESIDENT SADAT (REFTEL A), ISA SABBAGH SPENT FOUR DAYS STUDYING MATTER BY TALKING TO RELEVANT PEOPLE AND MONITORING EGYPTIAN MEDIA. SABBAGH HAD SEVERAL LENGTHY MEETINGS WITH PRESIDENTIAL PRESS COUNSELLOR SAAD ZAGHLUL NASSAR AND TV ANNOUNCER MS. HIMMET MUSTAPHA. THEY INDICATED THAT INFORMATION MINISTRY SO FAR KNOWS NOTHING ABOUT SABBAGH VISIT OR PRESIDENT'S REQUEST FOR ASSISTANCE. HOWEVER, AT SABBAGH'S REQUEST, ON JUNE 4, HE DID VISIT MOI-CONTROLLED EGYPTIAN TV, WHERE MUSTAPHA SHOWED HIM FACILITIES AND INTRODUCED HIM TO KEY PEOPLE. SABBAGH WAS KNOWN TO SOME OF THE TV STAFF FROM HIS "FUTURE IN YOUR HANDS" SERIES WHICH THEY HAVE BROADCAST.

2. NASSAR, WHO WAS VERY HELPFUL TO SABBAGH, SEEMED VERY WILLING TO LEARN, AND TALKED OF HIS U.S. TRIP LAST SUMMER AS HAVING BEEN EXTREMELY USEFUL. MUSTAPHA IS CLEARLY WELL RESPECTED BY HER TV COLLEAGES, AND IMPRESSED SABBAGH AS QUITE INTELLIGENT.

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3. ON JUNE 5, SABBAGH GAVE PRESIDENT SADAT REPORT WHICH HE HAD PROMISED DURING MAY 31 MEETING. REPORT WAS GIVEN ORALLY FROM ARABIC NOTES TO SADAT AT PRESIDENTIAL REST HOUSE IN ISMAILIA, WHERE PRESIDENT WAS BEGINNING POPULAR CELEBRATION OF CANAL RE-OPENING. VICE PRESIDENT MUBARAK WAS PRESENT AT SESSION. SABBAGH STRESSED THAT REPORT WAS "PERSONAL" RATHER THAN OFFICIAL U.S.G.

ONE PRESIDENT SAID HE UNDERSTOOD THAT. AFTER SABBAGH MADE PRESENTATION, PRESIDENT ASKED FOR COPY OF SABBAGH'S NOTES, ADDED THAT ADDITIONAL COPIES SHOULD GO ONLY TO NASSAR AND MUSTAPHA.

4. IN PRESENTING REPORT SABBAGH BEGAN BY REQUESTING HE BE CORRECTED IF ANY ASSUMPTIONS INCORRECT. IN ESSENCE, SABBAGH'S REPORT STARTS WITH "ASSUMPTIONS" ABOUT EGYPT, THE EGYPTIANS AS CHARMING BUT FORGETFUL PEOPLE, (SEE REFTEL A FOR SADAT'S COMMENT ON FORGETFULNESS) THE NEED FOR MECHANISM TO WIDEN THE KNOWLEDGE OF WHAT IS BEING DONE FOR THE COUNTRY, THE DIFFICULTIES AND OBSTACLES NOTWITHSTANDING. ITEM 2 IN THE REPORT WAS "MAJOR OBJECTIVES", AS SABBAGH UNDERSTOOD THEM. THESE ARE (A) MAKE PEOPLE CONSCIOUS OF THEIR RESPONSIBILITY TO PRESERVE THEIR TRUE WORTHWHILE RELIGIOUS AND CIVILIZED HERITAGE, REFUSING AT THE SAME TIME WICKED IMPORTED MACHINATIONS WHICH AIM ONLY AT INTERNAL DISSENSION AND ESTRUCTION. (B) TO DRAW THE PEOPLE CLOSER TO THE SATE - PRESIDENT AND GOVERNMENT - IN SUCH A WAY AS TO CREATE A NATURAL SHIELD AGAINST CAMPAIGNS CALCULATED TO DESTROY SOCIET THROUGH ROMORS, SUSPCISIONS AND AGITATION. (C) TO GET OVER THE EXPECTED PERIOD OF LEAN YEARS TO COME, WHICH THE LOGIC OF HISTORY SAYS MUST HAVE BEEN INHERITED, AT LEAST IN PART. (NOTE: WHEN SABBAGH WAS READING THIS PASSAGE HE LOOKED AT SADAT FOR REACTION. SADAT SAID "YES, THIS IS TRUE. I INHERITED THE DIFFICULTIES RESULTING FROM THE '60'S"). THIS OBJECTIVE WOULD BE BETTER SERVED, SABBAGH SAID, BY URGING HARD WORK, HONESTY IN LOYALTY TO COUNTRY AND ALWAYS TELLING PEOPLE THE TRUTH ABOUT THE DIFFICULTIES AS WELL AS ABOUT ACHIEVEMENTS.

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5. REPORT SAID THAT TO REACH THESE OBJECTIVES THE EGYPTIAN PRESIDENTIAL TRAIN NEEDS TWO RAILS: P.R. AND PUBLIC AFFAIRS. WHAT NEEDS TO BE DONE ABOUT P.R. IMMEDIATELY IS: (A) STUDY THE MARKET, I.E., THE MOOD THE EGYPTIANS: URBAN AND RURAL; (B) PREPARE THE "COMMODITY" WELL AND WITHOUT DECEIT. (C) TIME THE MOVES AND ACTIVITIES CAREFULLY, I.E., VISITS, FUNCTIONS, MEETINGS, ADS, ATTRACTIVE PR GIMMICKS. AS FOR PUBLIC AFFAIRS, REPORT MADE SPECIFIC PROGRAM SUGGESTIONS, EMPHASIZING MEDIA, ESPECIALLY TV (NET WORK AND LOCAL STATIONS, CLOSED-CIRCUIT PROGRAMS) AND VIDEO CASSETTEW, ESPECIALLY FOR RURAL COMMUNITY LISTENING IN LOCAL LEADERS' RECEPTION ROOMS.

6. REPORT MADE POINT THAT PRESIDENT OR PRESIDENCY STAFF COULD NOT BE EXPECTED TO PAY PERSONAL ATTENTION TO EVERY ASPECT OF PR OR PA. THEREFORE A CLOSELY-KNIT, LOYAL GROUP OF PROFESSIONAL SHOULD FORM A SUPERVISORY AND COORDINATING COUNCIL OR COMMITTEE, WITHIN THE PRESIDENCY AND RESPONSIBLE TO THE PRESIDENT DIRECTLY. "WITH ALL DUE RESPECT", SAID SABBAGH TO SADAT AFTER READING THE REPORT, "SAAD ZAGHLUL NASSAR ALONE, OR ANY ONE PERSON ALONE,

CANNOT ACHIEVE MUCH". SADAT AGREED, SAYING "OF COURSE NOT, THE POOR MAN\*", AND ENDORSED COUNCIL IDEA.

SABBAGH GAINED CLEAR IMPRESSION SADAT TRUSTS BOTH NASSAR AND MUSTAPHA COMPLETELY, AND IS DEPENDING ON THEM BECAUSE OF THEIR LOYALTY AS WELL AS THEIR BACKGROUND IN EGYPTIAN MEDIA. SADAT DEEPLY APPRECIATIVE OF SABBAGH'S INTEREST AND HELP.

7. CLEARLY SOME OF WHAT SABBAGH PRESENTED GOES BEYOND SCOPE OF PRESIDENCY OFFICE AND IS RESPONSIBILITY OF MOI. SOME PROPOSED PROGRAMS ALREADY BEING DONE. HOWEVER, BELIEVE WE CAN NOW MOVE TO NEXT STEP IN NARROWER MISSION OF ORIGINAL SADAT REQUEST FOR ASSISTANCE. SPECIFIC PROPOSALS BY SEPTTEL.  
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## Message Attributes

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